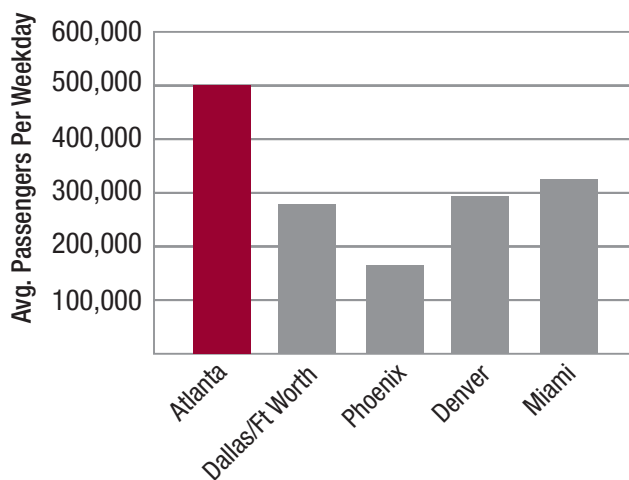




**Fiction: Atlantans don't use transit.**

**Fact: Actually, where transit is provided, Atlantans do use transit.**

Based on the amount of transit actually provided, Atlantans use MORE transit than other Sunbelt cities such as Phoenix, Dallas, Miami, and Denver. Every weekday, in metro Atlanta, half a million trips are taken on transit.



**Fiction: So few people use transit, it is not worth the investment.**

**Fact: Regional transit in Atlanta impacts the Atlanta economy at 3 to 4 times the investment we put into transit.**

A University of Georgia study of the impact of the MARTA system revealed that transit had an economic impact on the Atlanta economy of between \$1.3 - \$1.5 billion annually between 2001 and 2005. According to the National Transit Database compiled annually by the Federal Transit Administration, during those years, the Atlanta invested between \$660 - \$515 million annually in the full regional transit system. This means the impact of the transit system on the regional economy is at least three to four times what the region invests in its transit system.



## Atlanta Regional Transit System – *Today's Reality*

**Fiction: Commuters in Atlanta's suburbs will never take transit.**

**Fact: The impressive growth of express bus ridership has demonstrated that a growing number of suburban commuters want (and will use) transit.**

In the 1990s, transit in the metro Atlanta region was limited to just three counties: MARTA in Fulton and DeKalb and CCT in Cobb. Since that time, we've seen the emergence of C-Tran in Clayton, GCT in Gwinnett and the successful launch and expansion of the regional express bus program, *Xpress*. Today, transit service is more reflective of the region as a whole, with transit service being offered in 12 metro counties. With demand for express buses growing in areas such as Buford, Canton, Conyers, Cumming, Douglasville, Hampton, Kennesaw and Newnan, metro Atlantans are changing perceptions of transit and its adherents one trip at a time.

**Fiction: Commuter rail won't work in Atlanta because no one would ride it.**

**Fact: The express bus program in Atlanta is proving that there is market for commuter rail in Atlanta.**

Along the I-75 corridor, the so-called "Lovejoy Line," there are presently over 1,600 trips taken each day by express bus. Many of these buses are standing room only. By 2030, it is projected that this ridership could rise by 50% to 2,300 trips per day if this route were served by commuter rail. By using express buses and commuter rail in

concert, Atlanta can build ridership and influence land use and economic development in ways that help to build a stronger, more competitive Atlanta region.

I-75/Lovejoy	Trips per day
430 - McDonough/Downtown	510
440 - Atlanta Motor Speedway/Jonesboro/Downtown	576
441 - Jonesboro/Midtown	244
442 - Riverdale/Downtown	124
<hr/>	
Average Daily Ridership in 2007 (Actual)	1,454
Average Daily Ridership in 2030 (Projected)	2,300

**Fiction: Atlanta doesn't have a regional transit system.**

**Fact: Yes we do! There is a growing regional transit system in Atlanta.**

This system is made up of the five major transit systems – MARTA, CCT, GCT, C-TRAN, and *Xpress* – as well as various smaller operators. These smaller operators move people within our region's activity centers (areas like Buckhead, Emory and Georgia Tech), promote tourism and recreation (the Braves shuttle and the Canton Trolley) and address seasonal spikes related to holiday shopping (such as the Zipper in the Town Center area). This patchwork of interconnected transit systems offers a growing number of Atlantans an increasing number of transportation choices. Today, our region's commuter coaches, buses, rapid rail and shuttles keep Atlantans moving. From Newnan to Buford, Canton to Jonesboro, and Douglasville to Lawrenceville, transit offers choices that help Atlantans get where they want to go.

Transit Planning Board

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